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JAN 29 1990

Ag-knowledge

Alberta
AGRICULTURE

a newsletter for Alberta Agriculture staff

December, 1989



Government Plans to Enhance Opportunities for Women

New employment initiatives designed to enhance social, economic and employment opportunities for women are being studied through a \$16 million government-wide plan.

The Plan for Action, announced in August by Labour Minister Elaine McCoy, will be carried out over a period of five years.

"The Alberta Government recognizes its role as a supportive partner in helping women build a better and stronger future for themselves, their families and their society," says McCoy. "As we work together to improve the status of women, the Plan for Action will be our road map to guide us towards this end. Alberta women have told me where they want to go. I am committed to helping them get there.

"My purpose," says McCoy, "is to tie all these initiatives together within the Plan for Action framework, to show the comprehensive and co-ordinated approach the Alberta government is undertaking to address the issues of importance to Alberta women."

Each department will be responsible for implementing initiatives specific to its needs.

Alberta Agriculture staff are members of two committees related to the Plan for Action. Barb Stroh and Doug Draffin are members of an interdepartmental committee reviewing Alberta public service programs.

Draffin, Stroh and Marguerite Stark are the internal departmental task force appointed by Deputy Minister Ben McEwen. The committee has found that Alberta Agriculture has and will continue to deliver, a number of programs and services targeted to rural women and the family.

"Organizations are beginning to realize women are a large per cent of Alberta's work force. The women's program is such a realization and is recognizing special needs in our ever-changing society," says Draffin.

They are also currently reviewing the present situation of programs relating to women, families and staff within Alberta Agriculture. The committee found that although Alberta Agriculture has not had gender specific programs in the past, recommendations for future initiatives are currently being reviewed for their applicability to female employees.

Women's Roles Changing in Agriculture

Women's roles in Alberta Agriculture are changing. This change is becoming a familiar one in our society, as more and more women move into non-traditional jobs.

The stereotype of women's jobs as strictly teachers and nurses was questioned in the '70s and challenged in the '80s. "Non-traditional roles are typically those positions filled by men," says David Fraser, a department personnel officer.

"A prime example of this trend is that the Irrigation Branch, for the first time in their 40-year history, hired a woman as their Irrigation Specialist," says Fraser.

"More and more women are applying," says Fraser, "for positions of a non-traditional role. Ten years ago there were perhaps only one or two female DA's. Now there are seven female DA's across the province."

Kirsty Piquette, St. Paul's district agriculturist for the past 10 years says she often doesn't notice she's in a 'so-called' role. "I guess because I'm in it, I don't really think about it. It's really how people perceive it, being in a non-traditional role - one that has always been held by a male. Yet there's no reason why we can't do it just as effectively as they can. There's no reason positions should be looked at as a male traditional role."

Wally Chinn, head of the irrigation development section in Lethbridge was instrumental in hiring Marion Rigby as the new irrigation specialist.

"There are two aspects taken into consideration when hiring Marion, or for that matter, hiring any woman into the position. Number one is the incumbent has to work directly with the farmer clientele. Traditionally there haven't been any women in this position and we weren't sure how clients would react and respond to the change," says Chinn.

"The other aspect of the position was to supervise staff of several technical support people, who again

EXPECT THE UNEXPECTED: Preparing for Alberta's Winter Weather

A severe blizzard or snowstorm in Alberta is a common winter occurrence. Motorists have become stranded and perished because they were unprepared for an unexpected situation.

If possible, don't subject yourself to such a situation. If a bad storm is forecast, those who are not absolutely forced to go out should stay at home.

You should be prepared for an unexpected blizzard.

KEEP IN THE GLOVE BOX:

- a flashlight.
- ice scraper and brush for removing snow (can be stored under the car seat)
- extra fuses for vehicle systems.
- road maps
- matches and pocket knife

-names, addresses and phone numbers of people to call in an emergency.

-AMA Emergency Road Service Directory.

-dimes and quarters for emergency phone calls.

KEEP IN THE TRUNK:

- booster cables.
- tire chains.
- a good spare tire (properly inflated).
- a fire extinguisher.
- a first aid kit.
- adequate jack and lug wrench.
- flares or reflective day/night devices.
- an empty can to carry gasoline or water and a funnel.
- brightly colored distress flag.
- blankets and/or newspapers. You should also have extra clothing (coats, mittens, hats, etc.).

Remember, dress for the weather, not the temperature inside your car.

Roles Continued...

were accustomed to many years of supervisors of the male gender.

"With Marion," he says, "she was very much aware of what she'd go through and very, very sure she could handle it.

"Rigby, a native Quebecer and graduate with a masters degree in agricultural engineering from McGill University says there were a few negative reactions with the onset of her position. But mostly she says she receives a positive reaction.

"As far as the people I've been working with, they've been great. Some of the clients had their problems, although there were very few cases," she says. "I wasn't sure if it was my gender, my age, my personality, not coming from a farm or coming from the east. I was never quite sure what was causing the reaction."

"I think for the situation being well-trained or at least well-prepared makes the difference," says Chinn. "It's important to realize what you're up against and to get on with the job -

that's a big key. If you know what you're getting into - you're better prepared to handle it. It's very important to find the right balance between a confident approach to the job and recognizing the apprehensions of future clientele and possibly those of some colleagues," he concludes.

For Piquette, it was somewhat of a different reaction. She joined the department in 1979 when there were few women DA's.

"It became an attitude and how you went about it. If you do your job and research for people, asking questions and reacting right away you overcome it - then the clients realize how hard you work for them."

Piquette believes the change in society's perceived gender roles within the agriculture industry comes from women's own interest. "Years ago," she says, "women weren't interested in going out and doing things related to agriculture or maybe they felt they couldn't before. Now it doesn't matter if you're male or female - you go into

whatever you want. It's not as important to get out there, get married and have kids."

Lorraine Stratford, assistant to the Dean of Agriculture at the University of Alberta emphasizes that an increasing number of females are entering the agriculture program. Currently 40 per cent of the enrollment are women.

"I would like to believe the gender roles will be broken down," says Stratford, "but it may take time."

"However, as women continue in these 'roles', and as people continue to see them in that capacity, it breaks down those walls of stereotypes," she says.

Piquette echoes the change in attitude compared to 10 years ago. "I really see a difference in today's farmer's acceptance in that it's not so unusual to see a woman in the agriculture field.

"I'm really positive about the change," she says. "I think it's very, very healthy for society."

United Way Exceeds Goal

A nine per cent increase in donations by Alberta Agriculture staff in the Edmonton area helped to raise \$28,371.97 for the 1989 United Way Campaign.

The campaign was officially kicked off at the sound of bag pipers Anne Bennett, Mel Miller and Glen Bennett, on October 24 by the Associate Minister of Agriculture Shirley McClellan in the atrium of the J.G. O'Donoghue Building in Edmonton.

The campaign ran until November 3, 1989 and during that time, 42 canvassers covered the different areas and divisions of the department in Edmonton and surrounding area to collect for the non-profit organization.

Alberta Agriculture's United Way Chairman Gail Matheson says the great response is reflected in more people who didn't give in previous years. This year 458 staff members made contributions, a 10 per cent increase over the number who donated in 1988.

"We felt that if we could get one

more person for every 20 to donate we knew we could increase the goal," says Matheson. "The committee, consisting of Shirley Myers, Ross Gould, Charlotte Arens, Arlene Ross, Anne Bennett, Ed Saulou and Evelyn



United Way

The United Way Helping Hand is the symbol of hope, service & help to the people of the Community

Bowlby, felt canvassers could reach people in groups of 20. This became part of our strategy. We were aware of the fact that people are very busy and simply don't have a lot of time to spend on a volunteer activity."

"We had to strike effectively over a shorter period of time and tell people what we were doing," says Matheson.

In previous years, the United Way campaign meant the onset of various fundraising activities, including the traditional rickshaw race and shoe shine stand. It also meant displaying various promotional materials. This year, Alberta Agriculture's Social Committee donated funds for balloons, and coffee at the canvasser's campaign kick-off meeting, to assist with the cost of the campaign. The committee kept the campaign low-key by focusing on showing staff an Alberta made video presentation on the community services the United Way provides, rather than relying on past publicity tactics.

Contributions to the United Way of Edmonton and Area are used to fund 121 individual human health programs within 44 agencies. Last year, more than 250,000 people were helped by the United Way service.

Deputy Minister's Column

I trust that you have or will have the opportunity to read the federal discussion paper, *Growing Together - A Vision for Canada's Agri-Food Industry*, released across Canada on November 7th, 1989. This paper is the first visible step in a policy review process that began on April 27th of this year when the Federal Budget was tabled in the House of Commons. Agriculture Minister Don Mazankowski is responsible for this comprehensive agricultural review.

I welcome this review as Alberta has been working hard to bring about changes in federal policies which would be supportive of farm incomes and encourage value-added developments in the province. You are acquainted with the province's desire to change the Method of Payment of the Crow Benefit and of our efforts to improve the Crop Insurance program.

This review provides a real opportunity for the agriculture and food industry and the provincial governments to work with the federal government in bringing about needed changes in agricultural policy and programming in Canada. Agriculture Minister, Ernie Isley, and our Associate Minister, Shirley McClellan, are participating with Mr. Mazankowski and other provincial ministers in the review and we all welcome the challenge of change.

The federal discussion paper is part of an evolutionary process that invites the agriculture and food industry to exercise leadership, direction and vision.

It is built on four pillars: market responsiveness, self reliance, regional sensitivity and environmental sustainability. Each of these pillars is a building block of the future policy framework for Canadian agriculture. It is my opinion that the four pillars are quite consistent with the foundation of Alberta Agriculture's Strategic Management Plan. I am gratified to know that Alberta Agriculture is already moving in a direction that is consistent with this federal initiative.

Growing Together explores the issues and need for change in seven key areas which, when taken together, form a very comprehensive and challenging review:

- 1) Marketing, trade development and value added processing
- 2) Financing and managing the family farm
- 3) Safety net programs
- 4) Supply management
- 5) Agriculture transportation
- 6) Food safety and quality
- 7) Sustainable agriculture

Distribution of this paper was the first step in a national consultation process. Our Ministers of Agriculture, farmers and processors will be part of on-going consultations in Alberta. As a consensus develops, the federal government and the provinces will be in a position to revise policies and adjust current programming to meet the needs of the 1990's. For example, I

am confident that the method of payment issue will be resolved in the best interests of Alberta's livestock industry and food processors.

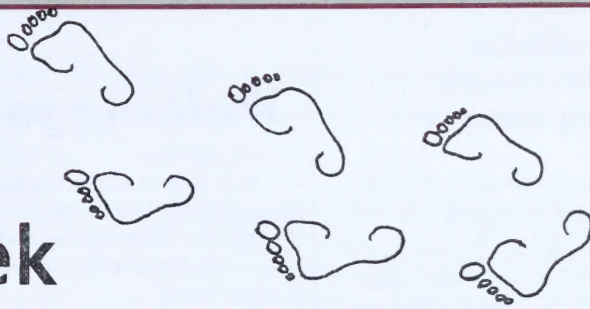
Alberta Agriculture is heavily involved in this comprehensive agriculture review. Senior staff have been assigned to work with federal and other provincial officials in each of the seven program areas. The next step is the National Agri-Food Policy Conference to be held in Ottawa, December 10th to 12th. This conference will further develop the need for change and discuss options and courses of action in the seven key areas. Consultations on specific policy issues will then be carried out across Canada. Our Ministers, Mr. Isley and Mrs. McClellan, are developing the agenda and process for Alberta.

Copies of the paper *Growing Together*, a Vision for Canada's Agri-Food Industry can be obtained by writing to the Communications Branch, Agriculture Canada, Ottawa K1A 0C7. The National Agri-Food Conference is open to the public. It is important to have as much western industry representation as possible at this conference. Those Alberta farmers, ranchers and processors who wish to register by telephone can do so by dialing 1-800-267-5185.

With hard work and good judgement, we will meet the challenges of the 1990's, we will grow together and realize the vision of our great agriculture and food industry.

H. B. McEwen

Historic Westward Trek



A historic exchange of culture, technology and genuine friendship began in September when 19 Soviet agriculture students spent 10 days touring farms in the Peace region.

The visit, conceived by Fairview College agriculture students and staff, enabled the Soviet students to participate on an Alberta farm, in particular, to experience a Canadian harvest.

Fairview College spokesman Angus Henderson says that it's the first reciprocal exchange in the history of Canadian - Soviet relations.

The idea began when Fairview College agriculture student Mike Bozoki suggested the class visit the Soviet Union as an annual field trip. Fellow student John Heppleston began a letter-writing campaign soon after the suggestion.

And so 18 Fairview College agriculture students and three instructors found themselves on their way to the Soviet Union in April of this year. They were hosted by the students of the Ukrainian Academy of Agriculture in Kiev, the Agriculture Institute in Stavropol and the Byelorussian Institute for Mechanization in Minsk. Ninety per cent of the funds for the exchange were raised by the students, college, local community and service groups; the remaining funds were allotted by the provincial government.

On August 14, 1989, Fairview College received confirmation from Moscow that three instructors and 18 students would be arriving in Canada on August 29, 1989.

The party was officially greeted to the Peace River region with a reception on Thursday August 31. As part of the exchange, each student was billeted with a town host family as well with a farm family to receive first-hand experience at Canadian harvesting.

Victor Terecschenko, head of the Ukrainian Agriculture Academy in Kiev said he hopes this trip will be the first of many to help build unprecedented cultural and trade links between the Soviet Union and Canada.

"The main point is to develop wider contacts between the two countries (and) to gain something from the kind of technology and organizational processes that have resulted in Canadian agriculture having such a remarkable success," Terecschenko said through an interpreter.

The students, however, have found more similarities than differences in the two countries' farming practices.

"The biggest difference" says Alexandr Androuschak, "is the idea of ownership of land."

Also familiar was the livestock, crops, farm equipment and even the landscape said Minsk instructor Vasilli Timoshenko. "If I was dropped here at night I would start looking for my home - it's that similar," Timoshenko said.

While touring, the Soviets ate fast food, tried golf and cleaned out Fairview's supply of acid-wash bluejeans.

However, the main interest and strong motivation was to see the Canadian farm family. Said interpreter John McKay, in the Soviet Union "there are Kholkhos, which literally translates as collective management of agriculture, and Sovkhoz, state management of agriculture."

Both exchanges have opened the way for a vast number of other links, economic, cultural or trade-oriented, between the two countries. Soviet students Oleg Douskii and Oleg Filinovitch say the exchange was a clear sign of the push in their country for economic restructuring and greater openness.

Fairview College instructor and now district agriculturist Jim Proctor, who accompanied the College's agriculture students to the Soviet Union says, the point of the exchange was "to learn something about Soviet agriculture, Soviet culture and to make friends. We accomplished all three objectives."

This once-in-a-lifetime experience will be held precious in the minds of those students, both Canadian and Soviet, who participated in the event.

John Heppleston, a main thrust in the entire project, summed up the historic event.

"What is important is the fostering of a deeper understanding, not only from an agricultural point of view, but between people.

No politics - just people understanding people."

Grande Prairie DA Seconded as Private Industry Agronomist

A veteran district agriculturist is taking a two-year secondment to work in the agri-business field.

Miles Kuryvial, Grande Prairie district agriculturist will work as an agronomist with Neil's Agri-Services Ltd. Neil's is a large fertilizer and chemical dealership in Grande Prairie with a number of satellite outlets through out the Peace River area.

During his 27 years with Alberta Agriculture, Miles was district agriculturist at various locations including Grande Prairie, Spirit River, Leduc, Stony Plain, Taber and Lethbridge.

Miles says he enjoyed working with the staff of Alberta Agriculture and appreciates this opportunity to work in private industry.

Says Bill Dent, field services assistant deputy minister, the secondment is very much in line with Alberta Agriculture's strategy of supporting the development of agriculture and food processors in the province.

Honorary Life Award for Field Crops Head

The Canadian Seed Growers' Association recently recognized Doug Cooper, head of Alberta Agriculture's field crops branch in Lacombe with an honorary life award.

The award is given by the national association of pedigreed seed growers to those individuals who have contributed to the organization and its aims.

Doug graduated from the University of Aberdeen, Scotland in 1954 and emigrated to Canada the same year.

Before joining on with Alberta Agriculture in 1979, Doug worked in the feed and seed industry with Maple Leaf Mills Ltd., Western regional general manager of the seed division. At that time he became actively involved in the seed growers' association. He has also held the position of executive secretary of the Alberta Grain Commission since 1980.

Walking your way to fitness

You, as well as the many other thousands of dieters, may cringe at the thought of Christmas and all it's trimmings from turkey and dressing, to shortbread!

But wait! Don't cringe. It's never too late to battle the bulge. Get fit before the season hits.

Being fit can slow down the aging process and associated complaints such as joint stiffness, weight gain, fatigue and loss of muscle tone. It can also reduce the risk of high blood pressure and heart disease.

One method to begin your attack is to start a walking program. Walking is one of the best exercises you can do says Occupational Health and Safety (OHS), regardless of age or physical condition. Walking is also virtually injury-free.

Successful walking begins by moving briskly enough to keep you heart beating in your target heart range (THR) for 20 to 30 minutes. THR is the safest range of heart beats per minute during exercise.

THR is easy to determine. Find the low end THR by subtracting your age from 220, multiply the difference

by 60 per cent. Multiply this figure by 80 per cent to find your upper THR. These numbers will enable you to determine if you are working in your target heart range.

OHS offers some helpful tips to begin your walking program:

-invest in a good pair of walking shoes with flexible soles and good arch and heel support; wear loose fitting clothing; begin slowly and gradually increase your pace; walk 20 to 30 minutes or more if it is comfortable for you; after walking, cool down by gradually reducing your speed for five minutes followed by some stretching exercises for another five minutes; and, if you like music, you may want to purchase a portable cassette player and listen to brisk music while you walk.

Remember, good health comes with time. Start your own fitness program today, at a pace you can follow. Work away at it. Enjoy the time to yourself. And as the holiday season approaches, keep your portions small and those extra pounds won't creep up.



A ROYAL FLUSH FROM RURAL SERVICES

Staff of Alberta Agriculture at the J. G. O'Donoghue Building celebrated Hallowe'en, or All Soul's Day with spirit & style. Door prizes were drawn the afternoon of October 31st. Angie Bourguignon and Elly Petit of Personnel Services, won the Best Costume award dressed as the Grim Reaper and the Bride of Frankenstein.

Agribits

- 1) What is the average size farm in Alberta?
A) 640 acres B) 883 acres C) 1,500 acres D) 375 acres
- 2) How many agricultural acres are in Alberta?
A) 14 million B) 51 million C) 66 million D) 112 million
- 3) A family of four buys how many loaves of bread per year?
A) 365 B) 412 C) 200 D) 117
- 4) In what way has the rate of entry into farming been changing over the last 15 years?*
- 5) Without farm chemicals how much would food prices increase?
A) 25% B) 50% C) 75% D) over 100%

ANSWERS

1. B) 883 acres
2. B) 51 million
3. C) 200
4. B) little change in the rate of entry into farming. However, there are substantial differences in the rate of entry for different sizes of farms. Smaller farms, with sales under \$50,000 tend to have a high turnover, with new entrants over a five-year period equal to about one-third of all farm operators. Larger farms, with sales over \$50,000 have a slower rate of turnover with 15 to 20 per cent of farms being new entrants over a five year period.
5. D) over 100 %

*SOURCE: (National Grains Bureau, Bi-Weekly Bulletin, Vol. 2, No. 13, June 23, 1989.)

On the Move

Welcome to the following people who have recently joined Alberta Agriculture:

Kerry Gamble, Lynn Taylor, Dean Hubbard, Ronald Clouston, Randy Hellmer, Lavonne Stebanuk, Clarence Dmytrin, Jane L. Palichuk, Norman Rozmahel, Theresa Wardwa, Mumtaz Qureshi, Marie Gordon, Elma Beckman, Lucia James-Davis and Shauna Gagne.

Transfers:

Linda Hansen, formerly with Statistics Branch is now with the Alberta Tree Nursery and Horticulture

Centre; **Ronald Koots**, Drumheller DA, is now with the Rimbey office; **Kenneth King** is Three Hill's new district agriculturalist; district agriculturalist **Elaine Ryl** is transferring from Manning office to Drayton Valley; **Jo-Ann Hall**, DHE from Fort Saskatchewan is now with the Home Economics Branch in Edmonton; **Pat Hawkings**, formerly Stony Plain's DA, is now with the Conservation and Development and **Donald Wentz** is with Conservation and Development in Lethbridge.

Good luck to the following people as they leave Alberta Agriculture:

Gerald Laarhuis, Deb O'Reilly, Robert Drysdale, Dorothy Davis, Wayne Jensen, Charlene Kuntz and Leslie Wetter.

